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FEDERAL - STATE MARKET NEWS SERVICE

U.S. DEPARTMENT OF AGRICULTURE
CONSUMER AND MARKETING SERVICE
MARKETING BULLETIN NO. 40
Issued April 1968

THE FEDERAL-STATE MARKET NEWS SERVICE

WHAT MARKET NEWS IS

Market news is the gathering and reporting of up-to-the-minute information on the supply, demand, prices, and movement of agricultural products.

Market news is that radio price report the farmer listens to every morning at 6 a.m. — so he'll know whether to sell or not.

Market news is the livestock trading report the businessman finds on the financial page of his newspaper, the mimeograph report the farmer consults before he decides to accept the day's bid, the teletypewriter message the broker uses before he starts his day's selling.

Market news is an essential thread which helps to hold together this Nation's farflung agricultural marketing system. It provides instantaneous information — helping to make our $100 billion farm production and marketing system the world's most efficient and economical.

Unbiased reporters — both Federal and State — gather this information daily and send out reports to anyone who needs them. These reports answer such questions as: What are the current prices for agricultural products — at farm, at shipping point, at terminal market? How much of each commodity is available (supply) — average, too much, too little?

What is the market condition? Is demand strong or weak? Were all available supplies sold or are some being held over? Where are agricultural products coming from, and where are they going (movement)?

Market news in a real sense is made up of people — the reporters who gather and disseminate it, the buyers and sellers who give information to reporters, the many thousands who depend daily on the information the market news service provides.

WHERE MARKET NEWS COMES FROM

The Federal-State Market News Service is administered by the Consumer and Marketing Service of the U.S. Department of Agriculture — and operated in cooperation with State departments of agriculture.

Trained marketing specialists from more than 200 locations — all over the United States — contact buyers and sellers to find out what is going on in the Nation's market places. They call — or interview personally — producers, brokers, dealers, shippers, wholesalers, processors, retailers — anyone who buys, sells, or deals in agricultural commodities.

Because most market news offices are linked by a nationwide teletypewriter network which stretches 20,000 miles, the reporters know instantly what is happening in far-off places. Using this information, they are able to tell farmers and others what the true status of the market is.

Market news reporters put many of their reports on the leased teletypewriter circuit. They give information to radio and television stations, to newspapers and trade magazines. They give brief market rundowns to the commercial news wire services, and they mail out mimeographed market news reports. In some areas, they record their reports onto automatic telephone answering equipment — so the caller need only dial a number and receive instantaneous market news.

WHO THE MARKET NEWS REPORTERS ARE

The market news man is an employee of either the Consumer and Marketing Service or of a cooperating State department of agriculture. Often he holds a degree from an agricultural college. Always he is a skilled observer of the marketing scene — a specialist not only of the commodity he covers but of the marketing system too.

The market news reporter acts as the "eyes and ears" of agricultural marketing, providing unbiased, third-party descriptions of the market place so that everyone who buys, sells, or trades in farm products can be on equal footing.

WHERE TO GET MORE INFORMATION

To get more information on market news, contact your local market news reporter, or write to the Washington market news headquarters for the commodity in which you are interested:

COTTON:	Marketing Programs Branch Cotton Division C&MS-USDA Washington, D.C. 20250
DAIRY AND POULTRY PRODUCTS:	Market News Branch Poultry Division C&MS-USDA Washington, D.C. 20250
FRUITS AND VEGETABLES:	Market News Branch Fruit and Vegetable Division C&MS-USDA Washington, D.C. 20250
GRAIN:	Market News Branch Grain Division C&MS-USDA Washington, D.C. 20250
LIVESTOCK AND MEATS:	Market News Branch Livestock Division C&MS-USDA Washington, D.C. 20250
TOBACCO AND NAVAL STORES:	Reports and Analysis Branch Tobacco Division C&MS-USDA Washington, D.C. 20250

☆ GPO : 1968 O—295-903